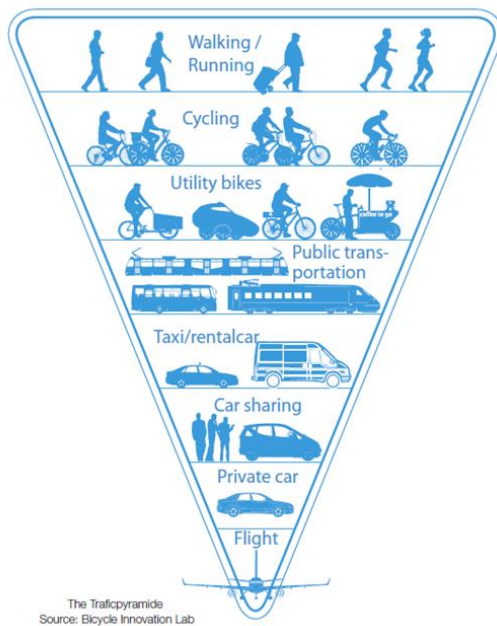


## Mobility campaigns



### Main sector

- Smart urban mobility
- Governance and planning

### Overview

In the summer of 2016, Sonderborg Municipality approved a new SEGT (Strategic Energy plan for Green Transportation). The SEGT strategy outlines 4 intervention areas for a low-carbon transport strategy. Among these is sustainable transportation, promoting more biking and walking, electrical cars and car sharing as well as public transport with new biogas buses that are designed to carry four bikes on board (learn more about the SEGT-strategy (in Danish) here: <http://www.projectzero.dk/da-DK/Transport/Gr%c3%b8n-transport-strategi.aspx>).

The mobility campaigns include the following elements:

- Let's bike
  - Biking to school
  - Biking to sport
  - Biking to work
  - Using e-bikes
- Let's drive e-cars
  - Let's share e-cars
  - Own your e-car
- Green public transportation
  - Promotion of new bio-buses and carrying bikes on board

The ProjectZero masterplan for Sonderborg and the SEGT plan has created a burning platform for zero- or low-carbon transportation, replacing fossil fuels solutions. The campaign ambitions are to increase the use of biking, e-cars and public transportation by up to 10%.

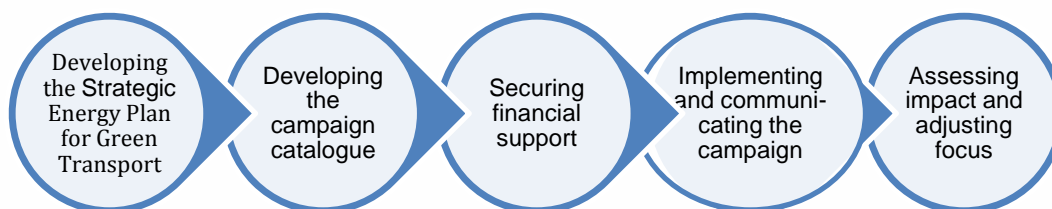
### Business model

The biking solution is based on the citizens’ own investment in bikes and the municipality invests in the infrastructure – biking lanes, parking facility etc. The e-cars are based on the new (TADAA) car sharing concepts or citizens buying their own e-cars. The bio-buses are introduced by the municipality as a new public transportation mode starting in June 2017.

### Citizen engagement

Citizens are key to the success of the mobility campaigns and citizens are already involved in the transition towards zero- or low-carbon transportation. A bikers’ forum was established in May 2017 to improve citizen engagement practices.

### Process



### Benefits

- Less carbon emissions
- A healthier life
- A better city for citizens
- Traffic reduction
- Behavioral change
- Social integration
- Increased comfort
- New business opportunities
- Greater transparency of urban processes
- Better (evidence-based) planning
- More efficient delivery of city services
- Increased energy and resource efficiency
- Autonomy from fossil fuels

### Stakeholders

<b>Owner of the solution</b>	Sonderborg municipality ProjectZero
<b>Service/technology provider</b>	
<b>Users</b>	Citizen
<b>Investors</b>	Sonderborg municipality, SEC



## Investment/Finance

The campaign costs are estimated to be around €160,000 – a major part of this is covered by the SmartEnCity project. Additional costs for establishing and maintaining biking lanes and biking infrastructures are covered by Sonderborg Municipality.

## Potential for replication

See the upside-down pyramid for prioritizing transportation means. Biking, e-cars and zero-carbon public transportation is already known to the market. The challenge is to increase the acceptance and preference of using biking, e-cars and public transportation among citizens. There is a need for municipal support to biking – by giving priority to bikers in the traffic system, establishing new fast biking lanes, establishing better parking facilities etc.

## Contact

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